



VCU

Virginia Commonwealth University
VCU Scholars Compass

L. Douglas Wilder School of Government and
Public Affairs Publications

L. Douglas Wilder School of Government and
Public Affairs

2016

RAMSTRONG: AN EMPLOYEE WELLNESS INITIATIVE

Grace E. Harris Leadership Institute, Virginia Commonwealth University

Teraya Donaldson
Virginia Commonwealth University

Tina Hamlet
Virginia Commonwealth University

See next page for additional authors

Follow this and additional works at: https://scholarscompass.vcu.edu/wilder_pubs



Part of the [Arts and Humanities Commons](#), and the [Social and Behavioral Sciences Commons](#)

Downloaded from

https://scholarscompass.vcu.edu/wilder_pubs/6

This Research Report is brought to you for free and open access by the L. Douglas Wilder School of Government and Public Affairs at VCU Scholars Compass. It has been accepted for inclusion in L. Douglas Wilder School of Government and Public Affairs Publications by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.

Authors

Grace E. Harris Leadership Institute, Virginia Commonwealth University; Teraya Donaldson; Tina Hamlet; Lucy Hudson; Will Martin; Anjum Shah; Mark Wood; and Lynanne Yndestad

RAMSTRONG: AN EMPLOYEE WELLNESS INITIATIVE

TEAM MEMBERS

Teraya Donaldson, Assistant Director of Education, Clinical and Translational Research, Office of Research

Tina Hamlet, Associate Administrator, Urology, VCU Health System

Lucy Hudson, Department Administrator and Assistant to the Chair, Statistical Sciences and Operations Research, College of Humanities and Sciences

Will Martin, Senior Real Estate Manager, Real Estate Services

Anjum Shah, Assistant Professor, Oral Health Promotion and Community Outreach, Dental Hygiene Program, School of Dentistry

Mark Wood, Director, School of World Studies, College of Humanities and Sciences

Lynanne Yndestad, Director, New Student and Family Programs, Division of Strategic Enrollment Management

Project Sponsors: Cathleen C. Burke, Assistant Vice President for Human Resources and Tammy Jackson, Program Manager, Performance Management, Great Place Human Resources Redesign Project

PROJECT DESCRIPTION

The RAMSTRONG project's mission is to create a mobile website accessible online and through the VCU Mobile app that provides VCU employees with user-friendly, accessible resources to support their holistic well-being.

The RAMSTRONG project seeks to meet three basic needs. First, while VCU and the Greater Richmond area offer a plethora of resources to promote health, information about these resources is not readily accessible, and especially not accessible from one website or mobile app. RAMSTRONG aims to provide an accessible means for employees to learn about and take advantage of these resources. Second, while a growing body of scientific literature indicates employer sponsored health promotion programs increase job satisfaction, productivity, and retention, these programs are only effective if they are utilized. RAMSTRONG aims to increase their utilization by promoting awareness of their availability. Third, our society invests a substantial sum of resources to the care of those suffering from injury and illness and less to promoting our health and well-being. The RAMSTRONG project is motivated by a vision of a society that invests significantly in the promotion of wellness so as to reduce the incidence of injury and illness and to increase the prevalence of personal and social satisfaction at work and in life.

Our model for the RAMSTRONG app draws from the public health concept of the Wheel of Wellness, which specifies eight interrelated and interdependent dimensions of health: emotional, environmental, financial, social, spiritual, occupational, physical, and intellectual. When a person can demonstrate strength and well-being in each of these areas, they are more productive and receive greater satisfaction in life. Universities, including Princeton University, that have implemented similar website resources and the National Wellness Institute define wellness as "an active process through which people become aware of, and make choices toward, a more successful existence". Our RAMSTRONG website and mobile app will provide employees with an efficient, friendly means for becoming aware of campus and community resources and making choices that actively contribute to individual and community well-being in each of the eight dimensions. It is our hope that with the implementation of this project, VCU employees will have the resources to take charge of their wellness in each dimension and become RAMSTRONG.

QUEST FOR DISTINCTION

The RAMSTRONG project supports Theme I, Goal 2, as it contributes to a health and well-being promoting culture that aids efforts to recruit and retrain great employees. It also supports Theme II, Goal 2 by providing access to evidence-based health promoting resources whose utilization is proven to contribute to human health and “enhance the quality of life.” Finally, the RAMSTRONG project supports Theme III, Goal 2, by engaging the community in a way that empowers members, in this case, VCU employees, to make choices to engage in activities that promote their own health and well-being, and in so doing make an impact that matters on the quality of life.

PROJECT GOALS

1. To support employee retention efforts and contribute to achieving the Great Place culture (Quest Theme I, Goal 2).
2. To demonstrate VCU's commitment to improving the health and happiness of employees and to enhance the overall quality of life for all (Quest Theme II, Goal 2).
3. To provide opportunities for VCU employees to engage in community activities that improve their individual well-being and the health of our community (Quest Theme III, Goal 2).

PROJECT STRATEGIES

The team was informed by and drawing elements from the public health and social work concept of the Wheel of Wellness, Princeton University's U-Matter Wellness Program, and the VCU Human Resources Work/Life and Wellness website to develop content. Team Buzz Ring employed a VCU Arts student to help design the RAMSTRONG app brand, and they are working with the AltLab to create the RAMSTRONG mobile website.

ACTION STEPS

- Work with Technology Services to host website on the VCU Mobile app.
- Collaborate with Human Resources to implement the project and develop a maintenance plan.
- Promote via TelegRAM, HR listserv/redesign, and orientation.
- Assess site and app traffic to determine future plans.

OUTCOMES

The team developed several measures to ascertain the success of the RAMSTRONG mobile app. These goals include:

1. 500 site/app visits in Spring 2017 and 5000 in year one.
2. 100 self-inventory downloads in Spring 2017 and 1000 in year one Fall 2017- Spring 2018.
3. Survey indicating 25% of employees being aware of the RAMSTRONG mobile app by the end of spring 2017; 50% by the end of fall 2017; and 75% by the end of spring 2018.
4. Survey indicating that employees utilizing the RAMSTRONG app had a more positive view of work at VCU.

The major accomplishment of the RAMSTRONG mobile app for the University will be to increase awareness and utilization of resources that promote the health and well-being of employees. Team Buzz Ring anticipates such increased awareness and utilization of these resources will in turn make a difference in terms of overall job satisfaction, productivity, and retention. Such will go some distance toward shifting the focus toward a culture that supports our health and wellness.

SUSTAINABILITY

The principal stakeholders who possess the human resources, financial means, and authority to implement and maintain the RAMSTRONG mobile app is VCU's Human Resources, as part of the ongoing Great Place Human Resources Redesign Project. The team is working with Cathleen

C. Burke, Assistant Vice President for Human Resources, and Tammy Jackson, Program Manager, Performance Management, Great Place Human Resources Redesign Project, to determine the best steps going forward to ensure the successful implementation of the RAMSTRONG health and wellness mobile app.

FINANCING AND RESOURCES

Initially, resources to implement the project will need to come from existing sources, primarily staff time from Human Resources, University Relations, Technology Services and the GEHLI project team. Work to build and host the mobile website will be incorporated into an ongoing project to restyle the Human Resources website along with the Great Place Human Resources Redesign Project. Internal resources will also be used to develop an icon hosted on the VCU app. Ongoing costs to sustain the project will be limited to hosting and updating the website. It's difficult to quantify the cost due to the nature of using existing human capital, the estimated cost time to create the website and sustain the project on an annual basis is provided below.

Project Budget

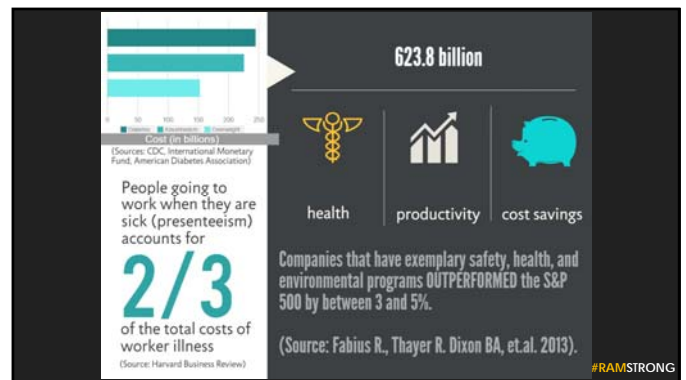
	Item Description	Justification	Cost
1.	University Relations Staff	Create Mobile Website	5,000
2.	Human Resources Staff	Website Design	4,000
3.	Technology Services	Host Application and Site	1,000
4.	Alt Lab	Design Icon	1,000
5.	Annual Maintenance	Maintenance Team (Misc. Staff)	5,000
Total			\$16,000

RECOMMENDATIONS

The goal of the RAMSTRONG campaign is to “make life real” for all VCU Employees. In order to make the RAMSTRONG campaign real, here are a few recommendations for full implementation of the project: work with Technology Services to host website on the VCU Mobile App; collaborate with Human Resources to implement the project and develop a maintenance plan; promote the app via TelegRAM, HR listserv, orientation, and during redesign meetings; assess site and app traffic to determine future plans; and create an online wellness assessment that is relevant for VCU Employees.

FINAL PITCH

The RAMSTRONG mobile app will make a substantial contribution to the goal of providing VCU employees with an easy way to learn about and utilize resources that improve their well-being and in doing so will make VCU truly a great place to be and become the very best of who we are.



Goals

To create a mobile website accessible online and through the VCU Mobile app that provides VCU employees user-friendly, accessible resources to support their holistic well-being.

- o To support employee retention efforts and contribute to achieving the Great Place culture (Quest Theme I, Goal 2).
- o To demonstrate VCU's commitment to improving human health and enhancing the quality of life (Quest Theme II, Goal 2).
- o To provide opportunities for VCU employees to engage in community activities that improve their well-being and the health of our community (Quest Theme III, Goal 2).

#RAMSTRONG

What is Wellness?

*Wellness is an **active** process through which people become **aware** of, and **make choices** toward, a more **successful existence**.*

- National Wellness Institute

What do you do to improve your wellness?



#RAMSTRONG

Riding with a Broken Wheel

Like a bike wheel, if all of the spokes or dimensions **function at optimal levels and in harmony** with one another, the wheel rolls along smoothly.



#RAMSTRONG

#RAMSTRONG

Current Strategies

- o **Develop content** using existing resources (i.e. Wellness Wheel, Princeton University's U-Matter Program, VCU Work/Life and Wellness website).
- o **Design brand** utilizing a VCU Arts student/graduate.
- o **Create a demonstration website** for the HR website redesign.

#RAMSTRONG



#RAMSTRONG



Did You Know There's An App For That?

The VCU Mobile app is the hub for all things VCU, connecting you to resources like:

- o Alerts/Emergency
- o Alumni Association
- o Athletics
- o Blackboard Learn
- o Courses/Schedule
- o Dining
- o Directory/Maps
- o Events
- o Giving
- o Images/Videos
- o iTunes U
- o Library
- o myVCU Portal
- o News
- o RamRide/RamSafe
- o **RAMSTRONG**
- o Sites
- o Training

DOWNLOAD IT TODAY!



Next Steps

- o Work with Technology Services to **host website on the VCU Mobile app**.
- o Collaborate with Human Resources to **implement the project and develop a maintenance plan**.
- o **Promote** via TelegRAM, HR listserv/redesign, and orientation.
- o **Assess** site and app traffic to determine future plans.

#RAMSTRONG

Measures of Success

- o 500 **site/app visits** in Spring 2017 and 5000 in year one
- o 100 **self-inventory downloads** in Spring 2017 and 1000 in year one
- o **Heightened awareness** of resources that support well-being
- o **Increased retention** of VCU employees



#RAMSTRONG

Looking Ahead. Endless Possibilities.

- o Hoping to roll out at the Spring 2017 Benefits Fair
- o Possible future integration with student initiatives via a partnership with Student Affairs



#RAMSTRONG

Looking Back. Lessons Learned.

- o Don't reinvent the wheel.
- o Persist and be patient. Repeat.
- o Communication is crucial – keep growing your network.
- o When it appears all hope is lost...be hopeful.



#RAMSTRONG

"We **shall not cease** from exploration
And the end of all our exploring
Will be to **arrive where we started**
And know the place for the first time."

T.S. Eliot, Four Quartets

#RAMSTRONG

Questions?

Grab Your Wellness by the Horns!

#RAMSTRONG